



# Belfast 89 Listenership Survey – 2024

Thank you for taking the time to share your views on Belfast 89 with us. All individual responses are anonymous and confidential and the information gathered will be used solely by Belfast 89 to inform us on how we can improve your listening experience.

All questions marked with \* require an answer.

Please feel free to share the survey link on your own social media with your own friends and colleagues.

Completing the survey will only take a few moments.

Thank you,

The Belfast 89 team.

## Question 1 - What is your age group? \*

Please select - single choice

- ☐ Under 40
- ☐ 40 - 55years
- ☐ 56 - 75years
- ☐ 76+
- ☐ Prefer not to say.

## Question 2 - Please state your gender

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### Question 3 - Do you use Social Media? \*

Please select your choice.

☐ Yes

☐ No

If you follow Belfast 89 on Facebook, what do you expect and look for on our Facebook page?

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Question 4 If you answered YES to Q3 please indicate which of the following you use. Please mark all that apply. If you answered NO, then please move on to Question 5.

This is a multiple choice question.

☐ Facebook

☐ Twitter

☐ Instagram

☐ LinkedIn

☐ Tik Tok

☐ Other



### Question 5 - How often do you visit our website - www.belfast89.com? \*

Please make one selection

☐ Regularly

☐ Occasionally

☐ Never

### If you visit our website, what do you find most useful?

Please mark all that apply.

☐ Programme schedules

☐ Find out more about the station

☐ Find out how to contact the station

☐ Find out how to listen to the station

☐ Find information on our presenters

### Question 6 - What time of the day do you listen? All times listed are local. \*

Please mark all that apply.



☐ Early morning (to 10am)☐ Mid-morning☐ Lunchtime - 12noon to 2pm☐ Early afternoon☐ Late afternoon☐ Evening☐ Overnight☐ Listen mostly on weekdays?☐ Listen mainly on weekends?

### Question 7 - Where do you normally listen to Belfast 89? \*

More than one choice permitted

☐ Travelling by car, bus, train, taxi, or walking in Greater Belfast☐ At work☐ At home in Belfast☐ At home - elsewhere in Northern Ireland☐ On holiday in Northern Ireland☐ On holiday in the Republic of Ireland☐ On holiday elsewhere in the UK☐ On holiday outside NI/ ROI/ UK☐ At home outside NI/ ROI/ UK



## Question 8 - What are your preferred ways of listening to Belfast 89?

Please tick all that apply.

- ☐ On your home radio on 89.3 FM
- ☐ On your car radio
- ☐ On-line via the Belfast 89 website
- ☐ Online via Tune-In
- ☐ Using a smart speaker – e.g. Alexa/Google/Siri or similar
- ☐ The Belfast 89 app
- ☐ Another radio app
- ☐ DAB Radio

## Question 9 - Belfast 89 broadcasts to the Greater Belfast and Lisburn areas and we're interested in where our listeners are. Can you please tick your neighbourhood postcode district? \*

Choose one option



- ☐ BT1
- ☐ BT2
- ☐ BT3
- ☐ BT4
- ☐ BT5
- ☐ BT6
- ☐ BT7
- ☐ BT8
- ☐ BT9
- ☐ BT10
- ☐ BT11
- ☐ BT12
- ☐ BT13
- ☐ BT14
- ☐ BT15
- ☐ BT16
- ☐ BT17
- ☐ Postcode in the Lisburn area
- ☐ Any other Northern Ireland Postcode except Lisburn
- ☐ Elsewhere in UK
- ☐ Elsewhere in ROI
- ☐ Elsewhere in the world



**Question 10 - Have you ever contacted Belfast 89 to request a dedication? \***

Please select your choice.

☐ Yes☐ No**Question 10 A - Have you ever contacted Belfast 89 to participate in a competition? \***

Please select your choice.

☐ Yes☐ No

If you contacted the station for any other reason, please comment here.

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**Question 11 - We're very interested in identifying how listeners prefer to engage with Belfast 89. \***

More than one choice permitted



- ☐ Via text message
- ☐ By phone
- ☐ By email
- ☐ Using the Belfast 89 app
- ☐ By the station Facebook page
- ☐ By Facebook Messenger
- ☐ By WhatsApp
- ☐ By post – Royal Mail
- ☐ I don't engage in any way

## Question 12 - How did you initially hear about Belfast 89? \*

Please choose one.

- ☐ Word of mouth
- ☐ Found whilst scanning for stations
- ☐ Social media
- ☐ Print media article
- ☐ TV
- ☐ Other
- ☐ Radio/TV listings in local media

## Question 13 - In your opinion, which of the following best describes Belfast 89's characteristics?



Please mark all that apply.

- ☐ Distinctively local to Belfast
- ☐ The Belfast 89 music format
- ☐ Our mix of music and local features
- ☐ Just like any other station on FM and DAB

Question 14 - Please tell us about your experiences of our on-air competitions

Please mark all that apply.

|   |
|---|
| Do you enter our text-in competitions?  |
| <input type="radio"/> Yes               |
| <input type="radio"/> No                |
| Do you enter our phone-in competitions? |
| <input type="radio"/> Yes               |
| <input type="radio"/> No                |
| Are our competitions too easy?          |
| <input type="radio"/> Yes               |
| <input type="radio"/> No                |

In this box, please tell us what type of competitions you like.



### Question 15 - What is your favourite music format? \*

Please mark all that apply.

- ☐ Current mix of 60s, 70s and early 80s
- ☐ Wider mix of 60s & 70s
- ☐ Primarily 60s & 70s but include other eras
- ☐ Oldies from all eras
- ☐ Mid-Late 80s
- ☐ All eras and styles but focused on 55+ audience
- ☐ Current music
- ☐ Local artists

### Question 16 - Overall, what do you think of our programmes and regular features?

Please mark all that apply.



|  |
|--|
| The content of our Mid-Morning Programmes                            |
| <input type="radio"/> Excellent                                      |
| <input type="radio"/> Very good                                      |
| <input type="radio"/> Good   |
| <input type="radio"/> Poor   |
| The content of our Afternoon Show?                                   |
| <input type="radio"/> Excellent                                      |
| <input type="radio"/> Very good                                      |
| <input type="radio"/> Good   |
| <input type="radio"/> Poor   |
| Our music/talk mix during the daytime programmes?                    |
| <input type="radio"/> Excellent                                      |
| <input type="radio"/> Very good                                      |
| <input type="radio"/> Good   |
| <input type="radio"/> Poor   |
| Lunchtime Jukebox – Monday to Friday - What do think of this format? |
| <input type="radio"/> Excellent                                      |
| <input type="radio"/> Very good                                      |
| <input type="radio"/> Good   |
| <input type="radio"/> Poor   |
| How do you rate our weekend programmes?                              |



|   |
|---|
| <input type="radio"/> Very good                 |
| <input type="radio"/> Good                      |
| <input type="radio"/> Poor                      |
| How do you rate our evening programmes overall? |
| <input type="radio"/> Excellent                 |
| <input type="radio"/> Very good                 |
| <input type="radio"/> Good                      |
| <input type="radio"/> Poor                      |

We invite your comments on programming generally.

Please leave any comments you wish to make on our programmes in the box below.





## Question 17 - During The Afternoon Show on weekday afternoons, Belfast 89 broadcasts features which may be of interest to our listeners.

Here is the list of our current features and we'd like to know your reaction to them. You can make more than one choice.



|   |
|---|
| The business feature on Monday afternoons       |
| <input type="radio"/> Useful information        |
| <input type="radio"/> Interesting               |
| <input type="radio"/> Not interested            |
| <input type="radio"/> Never listened to any     |
| <input type="radio"/> Unaware of the features   |
| The Techie feature on Wednesday afternoons      |
| <input type="radio"/> Useful information        |
| <input type="radio"/> Interesting               |
| <input type="radio"/> Not interested            |
| <input type="radio"/> Never listened to any     |
| <input type="radio"/> Unaware of the features   |
| The Travel News feature on Wednesday afternoons |
| <input type="radio"/> Useful information        |
| <input type="radio"/> Interesting               |
| <input type="radio"/> Not interested            |
| <input type="radio"/> Never listened to any     |
| <input type="radio"/> Unaware of the features   |
| What's On feature on Friday afternoons          |
| <input type="radio"/> Useful information        |
| <input type="radio"/> Interesting               |



☐ Never listened to any

☐ Unaware of the features

Live studio interviews with local guests

☐ Useful information

☐ Interesting

☐ Not interested

☐ Never listened to any

☐ Unaware of the features

Question 18 - We welcome your overall thoughts on Belfast 89. Does Belfast 89? \*



|  |
|--|
| Deliver the music you like                       |
| <input type="radio"/> Strongly Agree             |
| <input type="radio"/> Agree                      |
| <input type="radio"/> Strongly Disagree          |
| <input type="radio"/> Disagree                   |
| Provide interesting and relevant features        |
| <input type="radio"/> Strongly Agree             |
| <input type="radio"/> Agree                      |
| <input type="radio"/> Strongly Disagree          |
| <input type="radio"/> Disagree                   |
| Connect with 45+ generation                      |
| <input type="radio"/> Strongly Agree             |
| <input type="radio"/> Agree                      |
| <input type="radio"/> Strongly Disagree          |
| <input type="radio"/> Disagree                   |
| Feel like a local station                        |
| <input type="radio"/> Strongly Agree             |
| <input type="radio"/> Agree                      |
| <input type="radio"/> Strongly Disagree          |
| <input type="radio"/> Disagree                   |
| Have presenters that are personable and friendly |



|   |
|---|
| <input type="radio"/> Agree             |
| <input type="radio"/> Strongly Disagree |
| <input type="radio"/> Disagree          |
| Have presenters that are professional   |
| <input type="radio"/> Strongly Agree    |
| <input type="radio"/> Agree             |
| <input type="radio"/> Strongly Disagree |
| <input type="radio"/> Disagree          |
| Play adverts are relevant               |
| <input type="radio"/> Strongly Agree    |
| <input type="radio"/> Agree             |
| <input type="radio"/> Strongly Disagree |
| <input type="radio"/> Disagree          |
| Play adverts that sound professional    |
| <input type="radio"/> Strongly Agree    |
| <input type="radio"/> Agree             |
| <input type="radio"/> Strongly Disagree |
| <input type="radio"/> Disagree          |



Question 19 - Many of our advertisers are small businesses. How important is it that all the ads on 89 are local or the like?

--Select--



Question 20 - During daytime broadcasting hours, Belfast 89 broadcasts a news summary supplied by SKY News. In your view, Does the SKY News content meet your needs? \*

Please select your choice.

- ☐ Yes
- ☐ No

Question 20A - Is the SKY News summary and content generally relevant to listeners in the Belfast and Lisburn areas? \*

Please select your choice.

- ☐ Yes
- ☐ No

You can comment here on the SKY News summary which is broadcast hourly during the broadcast day here.

Comment here

Question 21 - Finally, we invite your suggestions as to how we might make Belfast 89 even better!

Do not include contact details or any other identifying information.



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Send survey

Created with Perfect Survey

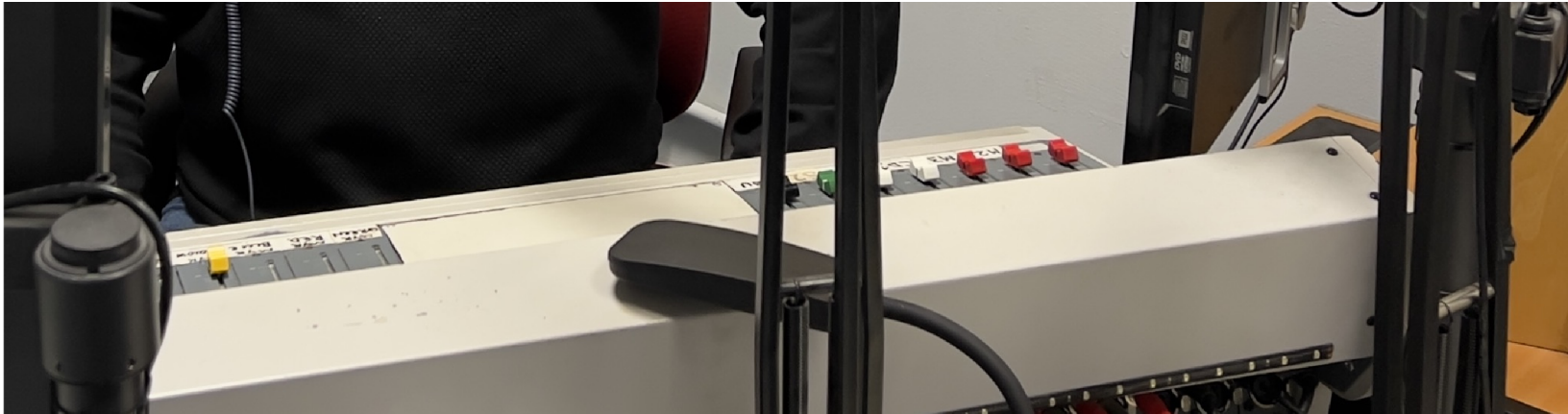
125 , 11

NOW ON AIR....









## DESSIE FLOOD

Join Dessie between 2-4pm on Wednesday afternoon. All the latest traffic information, weather forecasts, news updates, as well as guests in the studio. Perfect for a mid-week afternoon Dessie's show is packed full of great hits from the 60s, 70 & 80s and also a dip into the 50s with a crooner or two in his "Crooners Corner".

So, along with teasers and craic, Dessie's show is hard to whack!!

INFO AND EPISODES

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UPCOMING SHOWS

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4:00pm

TERRY MILLIGAN

7:00pm

ROBIN SCOTT

10:00pm

OVERNIGHT JUKE BOX

11:00pm



FOLLOW US



Facebook

Twitter





## Best Social Enterprise



VISITORS SINCE 8TH FEB 2019

290803

BELFAST 89

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Via the Belfast 89 App

ADVERTISING

- 028 9033 0089
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GET OUR BELFAST 89 APPLE IOS APP



GET OUR BELFAST 89 ANDROID APP.



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